

**Riverside General Plan Program  
Arts Subcommittee**

**Meeting #3 - Minutes  
Monday, September 15, 2003  
Municipal Auditorium  
3485 Mission Inn Avenue, Riverside**

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On Monday, September 15, 2003, the Riverside General Plan Arts Subcommittee held its third meeting. The meeting was led by City Planning Department staff and The Arroyo Group (members of the CBA consultant team). The following people were in attendance:

**Arts Subcommittee Members:**

David Wilmon, League of California Cities  
Damon Castillo, Riverside County Office of Education  
Kathy Wright, Alvord Unified School District  
Bob Stein, Municipal Auditorium  
Mark Schooley, Riverside Community Arts Association  
Steve Kester, Raincross Chorale  
Colleen McBride, representing herself  
Vince Moses, Municipal Museum  
Sperry MacNaughton, representing the Riverside Arts Council  
Daniel Foster, new Executive Director of the Riverside Art Museum, sitting in for Tom Powell  
Susan Parker, interested party

**City Planning Staff:**

Ken Gutierrez  
Diane Jenkins  
Patricia Brenes  
Robert Laag, Jr.

**The Arroyo Group:**

Larry Morrison  
Jean D'Agostino

The minutes of the July 14, 2003 Arts Subcommittee meeting were approved with no changes. The Arts Subcommittee Meeting #4 was rescheduled from November 3, 2003 to January 26, 2004 to coincide with a shift in schedule of the overall General Plan Update to accommodate additional meeting of the Citizen's Advisory Committee (CAC). Meeting #4 will be held at the Municipal Museum.

John Andrews, Downtown Development Manager, updated the Arts Subcommittee on the 2003/04 Strategic Plan and explained the progress of those items/goals that address Arts & Culture. He described the progress of the Riverside Cultural Trust, a Board that has formed to

further the vision for arts and culture in Downtown Riverside and develop a plan that identifies funding mechanisms for the Arts & Culture District.

Mr. Andrews also updated the Subcommittee on the progress on two gateways into Downtown. The Market Street Gateway is moving forward with \$2.7 million in landscaping, lighting, and other improvements. The gateway will use Raincross features. The Mission Inn Avenue Gateway will be improved with a pergola feature on the north side to match the existing pergola on the south, as well as a mural for the underpass.

In addition, Mr. Andrews described the input received at the “How We Play” booth at the Citizen’s Congress held on September 13 for the General Plan Update. He said there was significant interest in having more dining, arts and culture, and residential opportunities in the Downtown. In addition, citizens recognized the land use opportunities at the Metrolink Stations.

The main discussion for this meeting was to develop specific implementation tools to achieve the objectives and policies developed at the last two meetings, and to discuss visual tools for improving city image. There was significant discussion about gateways and Percent for Arts programs. Following are implementation tools, ideas, and comments that the Arts Subcommittee discussed:

#### **Gateways:**

- Use public art, in coordination with quality landscaping and lighting, at Riverside’s regional gateways, freeway corridors and Metrolink stations to strengthen the City’s identity as a cultural and arts center for regional visitors.
- Use gateways as branding strategy to express city identity.
- Use the Raincross identification at gateways; the Raincross symbol is unique to Riverside.
- Use creative interpretations of Raincross and take it to different scales as appropriate to each gateway; the Raincross symbol could lose its impact if used repetitively in similar ways at many locations.
- There is a danger in focusing too much on historical icons of Riverside in public art; there is a need to look forward too; the City has gone through a major change in demographics, therefore we need to focus on things both past and future.
- One specific gateway idea is to use a bridge, or representation of a bridge, at the 60 Freeway entrance into the City. This would be a large scale, striking entrance to the city, while referencing its historical past.
- Incorporate a lighting element into gateway design to bring it alive at night.
- A regional gateway should be added to the Urban Design Framework Map at Arlington Avenue at the city limits, where one would enter the City from Norco.
- There could be neighborhood gateways; each neighborhood would develop its own identity; big cities around the world all have different identifiable “villages”. In many cases, Riverside already has distinguishable neighborhoods with gateway features, such as Wood Streets. In addition, it may not be desirable to have a separate signage and gateway program for each of the 26 neighborhoods. Specific locations for local gateways in the City should be discussed and studied further.
- We should also be considering the importance of virtual gateways – Riverside’s website for visitors locally, nationally and internationally who are using the Internet to learn about arts

and culture in Riverside and explore the city. Virtual gateways should include art and design as well, and contribute to Riverside's identity.

- Use themes in public art pieces that relate to specific places, and the specific neighborhoods in which they are located.
- At the same time, gateway art must address everyone in city.
- Ideas for how to bring gateways into being:
  - Have contests in schools for student artists for public art at the gateways.
  - The 91 Freeway underpasses at Tyler and La Sierra will be improved with murals. The Request for Proposals is out and the neighborhoods will help select the artist. It is important to involve the community in selection of an artist and artwork.
  - The City must provide some financial investment.
  - Develop a timeline for gateway improvements to be put into place, perhaps in the General Plan. We need a systematic approach
  - Establish a special committee for Gateways to continue to work on location, funding, design, scale and artist selection. Gateways are important enough to Riverside's image and identity to have a dedicated committee or board focus on them to achieve implementation.

#### **“Percent for Arts” Programs:**

- The arts need an on-going funding source.
- Two specific tools for funding could be Percent for Arts and funding for arts through Redevelopment.
- If the City develops a Percent for Arts program, Downtown or citywide, we should be careful with “soft” funding – the public must see direct payback. Put “hard” funds into visible projects, and funnel “soft” funds into Riverside Arts Council, or other arts organizations, to distribute funds to programs, performances, spaces, etc. Public money needs to go to something visible. Don't fund arts programs through Percent for Arts.
- Have developers contribute to central fund, as opposed to having developers select and put an artwork directly on their site – avoid “plop art”. Use developer fees for visible projects that affect the whole community.
- Focus Percent for Arts revenues into a central fund that is guided by a Master Plan for Public Art. The City needs one coordinated group, a non-profit or public/private partnership, to manage a public art program and carry out oversight and monitoring of funds.
- Leadership of the City needs to put forth to developers that art is important to city and they must incorporate art, or contribute to art in the city.
- San Diego uses a portion of TOT revenues for temporary art, performances, and programs.
- Utility taxes could be a way to fund arts.

#### **Miscellaneous:**

- It is crucial to have city leadership and continued city support and economic commitment to arts.
- It is also crucial to have continued and ongoing City Council recognition.
- The City should develop a partnership grant for different arts in the neighborhoods.
- A non-profit arts organization should handle marketing arts on citywide basis.

- There is a proven direct correlation between music and learning; we need to bring music back to schools. A current program brings Blues into schools and incorporates music, history and story telling in learning.
- School Districts alone don't have funds for arts with recent budget cuts; they need outside support for arts programs.
- Connect city political leaders at state and national level to lobby for arts.
- Use schools, community facilities, neighborhood facilities to relate to neighborhoods, bring culturally significant artists into neighborhoods.
- Use existing colleges and universities resources for arts and to link arts to their nearest neighborhoods and bring arts into neighborhoods.
- Need mechanism to get arts publicized in local newspaper; local media has to support arts, regularly, on a daily basis.

### **Next Steps:**

The Arts Subcommittee requested handouts of the presentation panels at the meeting. These are being provided and include the *Urban Design Framework Map*, *Existing and Planned Arts & Culture Facilities Map*, and panels with public art examples from other cities. These panels illustrate a wide range of public art under the topics of *Permanent Art*, *Temporary Art*, *Gateway Art*, and *Artist-Designed Streetscape Elements*. The purpose of these panels, along with a discussion matrix, is to stimulate ideas for public art in the City, including location, type and scale of art. If members of the Arts Subcommittee have ideas relating to these topics, or additional ideas for implementation tools that should be a part of the General Plan Element, please email comments and ideas to Diane Jenkins at [dijenkins@ci.riverside.ca.us](mailto:dijenkins@ci.riverside.ca.us) no later than Friday, November 7, 2003 so they can be considered for inclusion in the Draft General Plan.

The focus of the next meeting on January 26, 2004 will be to review and refine the Draft Arts & Culture Element of the General Plan. This will be provided to the Arts Subcommittee one week prior to the meeting for review.